

# Search Engine Optimization Assessment Pre-Assessment Profile

Please complete the following information to be able to conduct the assessment.

## Domain Names

### Primary Domain & URL Address

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### Additional Domain Names That Link to the Site


Please List Keywords & Keyword Phrases you want the site to be ranked under.  
Up to 35 Keyword Phrases


Does the Site use a database \_\_\_\_\_ Yes \_\_\_\_\_ No

If Yes Specify Database Type \_\_\_\_\_

Please list up to 3 competitors and respective web site addresses

Competitor's Name	Web Address

**Do you currently use any type of Pay-Per-Click Advertising Programs?**

\_\_\_\_\_ Yes \_\_\_\_\_ No

**If Yes Please indicate which program or service and list the keywords purchased.**


**What Program was the site built in?**

\_\_\_\_\_ Dreamweaver \_\_\_\_\_ GoLive \_\_\_\_\_ FrontPage \_\_\_\_\_ Hand Coded

Other (please specify) \_\_\_\_\_

**Please List the Search Engines & Directories the site is registered with.**


**Has the site ever been optimized by an optimization company?**

\_\_\_\_\_ Yes \_\_\_\_\_ No If Yes with whom? \_\_\_\_\_

Does the site utilize a content management program or software?

\_\_\_\_\_ Yes \_\_\_\_\_ No If Yes which one? \_\_\_\_\_

Please give a brief statement about the client, their primary audience or industry served and any additional notes that may be helpful.

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Please email this form to Neal Rabogliatti at [nrabogliatti@catalystconnection.org](mailto:nrabogliatti@catalystconnection.org) or fax it to my attention at 412-687-2791

Thank you,  
Neal Rabogliatti